What is claimed is:

1   1. A method of programming a television receiver, the receiver operable to receive a

2 plurality of television channels, the receiver comprising an automatic tuner, the automatic

3 tuner being operable to automatically tune the receiver to a particular channel, the particular

4 channel corresponding to an ID code, said method comprising:

5   receiving a first broadcast television program with the receiver, the first broadcast

6 television program being received on a first channel during a first time period;

7   receiving a commercial corresponding to a second television program with the

8 receiver, the commercial being received on the first channel during a second time period, the

9 second time period being within the first time period;

10   receiving the ID code with the receiver, the ID code being received on the first

11 channel during the second time period; and

12   activating the receiver during the second time period to extract and store the ID code;

13   wherein the ID code comprises a differentiating portion that enables the receiver to

14 differentiate any one of a plurality of types of ID codes from one another and an information

15 portion for use by the automatic tuner to automatically tune the receiver to a second channel.

1   2. The method of claim 1, wherein the plurality of types of ID codes comprises

2 repeating ID codes, bait ID codes, capture ID codes, and programming ID codes.

1   3. The method of claim 2, wherein the types of programming ID codes further

2 comprise:

3   a first type of programming ID code including information relating to a start date, and

4 a start time;

5   a second type of programming ID code including information relating to a start date, a

6 start time, and an end time;

7   a third type of programming ID code including information relating to a start date,

8 and a duration;

9   a fourth type of programming ID code including information relating to a start date, a

10 start time, and a data stream;

11   a fifth type of programming ID code including information relating to a start date, a

12 start time, an end time, and a data stream; and

13   a sixth type of programming ID code including information relating to a start date, a

14 duration, and a data stream.

1   4. The method of claim 1, wherein the differentiating portion of the ID code

2   comprises two bits.

1   5. A method of transmitting comprising:

2   transmitting a first program during a first time period on a first data stream, the first

3   program comprising a first main program, a sub-program, and a bait ID code, the sub-

4   program being within the main program, and the bait ID code corresponding to the sub-

5   program; and

6   transmitting a second program during a second time period on a second data stream,

7   the second program comprises a second main program and a capture ID code, the second

8   main program corresponds to the sub-program, and the capture ID code corresponds to the

9   bait ID code.

1   6. A method of claim 5, wherein the first program and the sub-program include a first

2   vertical blanking interval, and the bait ID code is in the first vertical blanking interval of the

3   sub-program, and

4   wherein the second program includes a second vertical blanking interval, and the

5   capture ID code is in the second vertical blanking interval.

1   7. A method of transmitting an ID code to be received by a receiver, the receiver

2   operable to receive a plurality of data streams, the receiver comprising an automatic tuner, the

3   automatic tuner being operable to automatically tune the receiver to a particular data stream,

4   the particular data stream corresponding to the ID code, said method comprising:

5   transmitting a differentiating portion of the ID code that enables the receiver to

6   differentiate any one of a plurality of types of ID codes from one another; and

7   transmitting an information portion of the ID code for use by the automatic tuner to

8   automatically tune the receiver to the particular data stream.

1   8. The method of claim 7, wherein the plurality of types of ID codes comprises

2   repeating ID codes, bait ID codes, capture ID codes, and programming ID codes.

1   9. The method of claim 8, wherein the types of programming ID codes further

2   comprise:

3   a first type of programming ID code including information relating to a start date, and

4   a start time;

5   a second type of programming ID code including information relating to a start date, a

6   start time, and an end time;

7   a third type of programming ID code including information relating to a start date,

8   and a duration;

9   a fourth type of programming ID code including information relating to a start date, a

10   start time, and a data stream;

11   a fifth type of programming ID code including information relating to a start date, a

12   start time, an end time, and a data stream; and

13   a sixth type of programming ID code including information relating to a start date, a

14   duration, and a data stream.

1   10. The method of claim 7, wherein the differentiating portion of the ID code

2   comprises two bits.